

Improving the health and well being of people on the Central Coast



We help families live well.



Our Mission and Values

CenCal Health is a local, community-sponsored health plan serving the uninsured and under-insured residents of Santa Barbara and San Luis Obispo counties.

Our mission is “to improve the health and well-being of the people of the Central Coast by providing access to high quality medical services.”

Our vision is to be a national model for health care delivery, recognized for excellence in care and service, efficiency and value as a community resource.

Our values are reflected in:

- A continuous pursuit of performance excellence
- Integrity in all interactions
- Respect and compassion for our members
- Excellence in customer service
- Honest, direct, and respectful communication
- Responsible stewardship of resources
- Commitment to the community
- The importance of skilled and dedicated staff



Who We Are

CenCal Health takes pride in being a community resource that arranges health care services for large numbers of the otherwise uninsured or under-insured populations in Santa Barbara and San Luis Obispo counties. Our strong belief in respect and compassion for our members not only guides key decisions, but also provides constancy of purpose for our employees.



2 CenCal Health was formerly known as the Santa Barbara Regional Health Authority. However, with the organization's maturation and partnership with San Luis Obispo County, a fresh identity was needed to better convey our mission, vision and values to the community, and also to reflect the unique and exceptional qualities of our service area. That new identity is CenCal Health.

CenCal Health is a non-profit, public entity governed by a Board of Directors. The Board is composed of local government officials, physicians and other clinical professionals, hospital administrators, beneficiaries and members of the community at large and is appointed by the Santa Barbara and San Luis Obispo Boards of Supervisors. It is an independent public entity and is not a part of county government.



What We Do

CenCal Health provides comprehensive health care coverage to approximately 58,000 residents of Santa Barbara County and 25,000 residents of San Luis Obispo County who qualify for one of several publicly-sponsored health programs. CenCal Health administers these programs through an organized, coordinated delivery system composed of contracted physicians, hospitals, pharmacies, skilled nursing facilities and allied health providers.

CenCal Health maintains a bilingual Member Services department that fully supports the needs of our members, a Provider Services department dedicated to ensuring our provider community is afforded the best possible assistance, and a comprehensive Quality Assessment and Improvement Program that, in partnership with our contracted providers, constantly strives to improve the already high quality of care delivered to our membership.

In addition, there are several other CenCal Health departments that consistently work behind the scenes to provide top quality services and activities to all of our customers and community partners.



CenCal Health continually reviews, refines and revises its delivery system as needed. These processes ensure that the programs we offer remain effective, efficient, and responsive to both the needs of our members and the needs of the providers who care for them in today's constantly changing health care environment.

Specific Programs We Offer

Guaranteed primary care and greater access to specialty services.

- **Medi-Cal**
- **Healthy Families**
- **Healthy Kids**
- **In Home Supportive Services (IHSS)**
- **Access for Infants and Mothers (AIM)**



Medi-Cal: Medi-Cal (California's Medicaid program) is the main source of health insurance for one in six Californians, playing a crucial role in providing affordable coverage to children and adults in low income families. CenCal Health (as the Santa Barbara Regional Health Authority) has been administering the Medi-Cal program in Santa Barbara County since 1983, and will administer the Medi-Cal program in San Luis Obispo County starting March 1, 2008. Medi-Cal is the primary program administered by CenCal Health.



Health Initiative



Healthy Families: *Healthy Families* is a federal/state sponsored program that provides comprehensive health coverage for low income children whose parents do not qualify for the Medi-Cal program.



Healthy Kids: *Healthy Kids* is a locally sponsored program in both Santa Barbara and San Luis Obispo counties that provides comprehensive health coverage to children who do not qualify for Medi-Cal or Healthy Families programs. Immigration status is not considered in determining childrens' eligibility for the Healthy Kids program.



In Home Supportive Services (IHSS): The *IHSS* program is sponsored by Santa Barbara County and provides health coverage to workers who care for and help local, home-bound individuals in need of assistance to maintain their independence — individuals who would otherwise be required to reside in a facility.



Access for Infants and Mothers (AIM): The *AIM* program provides prenatal care to low income mothers-to-be. The program ensures that all required and recommended prenatal care is delivered to facilitate the birth of healthy babies.

What Makes Us Unique

CenCal Health has over 24 years of service and commitment to this community. We continually search for the best way to deliver high quality health services in a manner that respects the dignity and needs of our clients and providers.

Every member has a “medical home” (primary care physician) and has access to our comprehensive programs that target the management of asthma, diabetes, and other chronic conditions.

We assist members in scheduling their Initial Health Assessment, on-going appointments, transportation and interpreter services when needed.

CenCalHealth.org

CenCal Health also emphasizes and promotes health education and disease prevention:

- Our health education program strives to provide our members with information about ways to improve their own and their family’s health.
- Checkups, immunizations and routine tests to prevent illness are encouraged.
- “Staying Healthy” assessments and guidelines are regularly self-administered by members as a requirement of the program.
- Teen and adult member newsletters cover a variety of age-relevant topics that focus on everything from healthy diets and exercise, to safe driving and relationships, to facts about drinking, and disease prevention.
- A database of community resources, identified by service type and location, is regularly maintained and updated for members and providers on CenCal Health’s website.
- Finally, our Asthma SMART and Diabetes SMART programs have been developed as the first of many additional, helpful “here’s how to take appropriate action” tools CenCal Health hopes to provide in the future.



Providers receive on-going assistance from our locally-based staff as well as through the use of tools on our website that enable quick and efficient treatment and referral authorizations, electronic claims submissions, and member protected case management reports.

Billing Workshops are also available for Providers' billing personnel. These workshops offer training on basic claims submission, use of our website, and other updated information. Claim denials are monitored so that we may provide tailored assistance and training to provider staff members whenever needed.

¹ HEDIS® is a registered trademark of the National Committee for Quality Assurance (NCQA). NCQA is an independent, not for profit organization dedicated to measuring the quality of America's health care.

The quality of care for our members is a top priority to CenCal Health. Any reported member or provider concern is addressed immediately.

CenCal Health (as the Santa Barbara Regional Health Authority) has, and intends to continue to receive top awards from the State for exceptional performance as measured by the Healthcare Effectiveness Data and Information Set (HEDIS®)¹. HEDIS is a set of standardized performance measures designed to ensure that purchasers and consumers have the information they need to reliably compare the performance of organizations. Since its introduction in 1993, HEDIS evolved to become the gold standard in managed care performance measurement.



Our Commitment to the Community

CenCal Health partners with other community-based agencies and community resources in outreach efforts to help overcome the barriers to reaching those in need of our various programs.

CenCal Health has many long-time, dedicated employees who are committed to our efforts in the Santa Barbara and San Luis Obispo communities.

Respected for our traditions of quality and innovation, we are proud to be a local solution to a national problem and a national model for health care reform. For those interested in improving access to and charting a similar course in the management of health care, we gladly share the lessons we have learned. We plan to continue evolving our systems in a manner that will improve our service to our members, providers and community partners.

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